



# 5 COMMON EVENT MISTAKES & AVOIDING THEM

event is running to the second.

The fix is:

1. Make sure there is somewhere to catch up
2. Make sure there is an onsite, on the day production meeting with all department heads present, to ensure everyone is on the same page
3. Constant communication with all department heads to ensure everyone is able to keep that ball rolling to time

## Concept

So often I attend event or see events and I ask myself ....why? Seriously!!! Why?

There is no synchronicity with the look, style and feel of the brand and the event.

The event producer has not stayed true to the client's brand.

Our job is to serve the client and their brand. There must always be on brand awareness. No matter what we produce or create, it should have some connection to the client. The event is not just about us and what we want to do. Always remember that.

## Cultural Sensitivity

This is becoming more and more important and more and more difficult in our ever-increasing politically correct landscape. With our links to Asia and the Middle East, this is fast becoming a very important feature to meetings and events.

From understanding cultural nuances, to food requirements, from greetings and formalities and even to such things as event colours, it all plays a bigger part in how we plan and create events.

I am planning an event at the moment for later in the year and the client wanted to do a group salsa lesson as part of a team building exercise. Great idea, until you realise there are some cultures and religions that frown on public contact. The fix. We changed the dance, so no touching.

The fix is usually simple. Know your audience, do your homework and make sure you cover it off with the client.

## Technology

So easy to get carried away and for the technology to override the event.

Technology should serve the event. If your guests are more interested in the tech or are struggling to use the tech and missing out on the message – it's not working

Make sure you use the right tech in the right way. It may be sexy to use the latest app, but if the API's don't sync it's a waste of time, effort and money.

My point is; tech should always be relevant and work!

So, keep the above in mind, try and avoid falling into the mistake traps and happy eventing!

A great events person once told me “never run on an event”. The moment you see someone running, you know something is wrong.

One of the great things and the worst things about events, is that nine out of ten times (except road shows) you don't get a do over. You have one shot at it and if you stuff it up, well bad luck!

So, the trick is obviously, don't stuff it up! But what are the main mistake areas and how do you avoid them?

## Budget

Losing site of budget is easy to do. Sacrificing budget for an “epiphany” is fine, so long as the client is on board. Many years ago, whilst renovating a house I briefed my architect on what I wanted and asked if that could be done within my budget. I explained I did not want him to design something I loved but could not afford. He said yes. The plans arrived and I was thrilled. He then handed me his budget which was way over, I was no longer thrilled.

Don't build an event you cannot pay for. Don't sell your client an event they don't have the budget for. Definitely, don't blow your budget and keep going! Always make sure you have a contingency budget in place.

## Timing

Nothing worse than opening a run sheet and seeing timings to the second. I get really nervous when a run sheet has no buffer or give. When that kind of run sheet starts to go wrong, it can be really tough to bring things back into line. Especially when the